

2022-23 Healdsburg AAUW Year-End Report

Our goals for this year were:

- ***Develop a long-term fundraising plan*** – We have added a Grant Writing Team to our fundraising efforts. The long-term plan includes grant writing as well as a Spring Event.
- ***Strengthen the new-member Buddy Program with a chair and committee*** – This program is well underway with Yvonne Schell as chair and a large committee of buddies.
- ***Create a data/records management system*** – The Records Management System is being created using Google Workspace. We already have all Branch Organizational Documents uploaded. We are also using it for keeping records of our Branch and Fund minutes.
- ***Create an Outreach Chair board position and an Outreach committee*** – Mid-year it was determined that the Public Policy Committee had increased our outreach to other organizations such as Corazon Healdsburg, the Raven Theater, the Healdsburg City Council, AV Film Festival, and the Climate Action Committee in addition to making connections with other AAUW Branches. The Board felt that our visibility was much improved as a result and that we could increase outreach without creating another position.

HIGHLIGHTS:

Communications – Kim Alexander

The Communications team was busy highlighting Healdsburg AAUW activities. We've kept you informed through the Grapevine and our eblasts, while our Publicity and Social Media keep the community at large updated. We've promoted Forum classes, Public Policy events, Tech Trek, Social gatherings, and Mission Based Programs. Scholarship Success and New Member profiles introduce us to our expanding community. The Website provides 24/7 information on all the chapter's business. We enjoy keeping everyone connected. Thanks to: Kim Brown/Donna Riley-Grapevine editors, Jess Cress-Social Media, Liz Loebel-Constant Contact, Laura Tyler-website, Anna Laura Jansma-Publicity and Holly Schatz-Corresponding Secretary.

Fundraising – Dena Cochran

Early in the year we received a \$24,000 grant from PSST (Public School Success Team), a first for us. Our end-of-year letter brought us over \$31,000 of much-needed scholarship money including a \$15,000 after-life gift. With Mary Barsony leading, we again raised sufficient funds to send eight girls to Tech Track camp this coming summer.

We decided not to do a Homes Tour in 2024, but we will pursue an event similar to last year's reception and luncheon at The Madrona which netted about \$25,000. We have established a Grants Committee and will seek additional grants in the coming year.

Interest Groups – Kate Van Ness

Our interest groups remain a vital part of our branch activities. We have 3 active Great Decisions groups, 6 Book Groups, and 2 Hiking Groups. Linda Clark coordinates the Bridge groups.

Membership – Janice Sexton

From July 2022 thru June 2023, 19 new and 2 former members have joined the Branch. New members have been recruited by President Laura, Kim Brown, Carol Beattie, Lucinda Powers, Ronnie Devitt, Mary Fitzgerald, Diane Burnley, Linda Wilkie, Judith Olney, Dena Lash, Donna Campoverde, Ty Benoit, Carol Noack and Donna Riley, as well as through our donors and activities. Several members have left—some have moved from the area, others did not renew, 1 is deceased. Our current total membership of 184, therefore, remains unchanged from the previous year.

Both the Buddy Program and New Member get-togethers were suspended during the pandemic, but thanks to Buddy Coordinator Yvonne Schell, both have been reactivated. She has increased the size of the Buddy pool, so most new members now have two buddies.

New member, Carol Beattie, is now partnering with Hillary Kambour to share the new member profiling duties.

Mission Based Programs – Beth Wolk

Reading Rocks at Westside & Healdsburg Elementary had volunteers in all first and second-grade classrooms. Thanks to Diane Burnley & Pat Bertapelle for coordinating this. We gave books to all first-grade students and teachers at both schools. We gave checks to the principals at Healdsburg Elementary, Fitch Mountain Elementary, & Westside to buy school supplies for holiday gifts for teacher appreciation.

Two Future Prep events (career panels) were held at Healdsburg High School, thanks to the coordination of Caroline Mercer & Dena Lash.

We were also able to support Early Childhood Education by funding “Handwriting Without Tears” teaching materials using funds from the PSST grant.

Public Policy – Tyra Benoit

Your Public Policy Committee offered three public events this past year. When we heard that the League of Women Voters would not be doing a candidate forum in Healdsburg, we arranged one in collaboration with the Raven Theater in early October 2022. All council candidates were present and co-moderators were Laura Tredinnick, our President, and Marcy Flores, Interim CEO of Corazon Healdsburg. In March 2023, we collaborated with AVFest and did an Equal Pay Day film and panel discussion that sold out. Mayor Ariel Kelley participated on the panel and issued a proclamation earlier in the month honoring AAUW at the Healdsburg City Council meeting. Passalacqua and Bannister Wines helped to sponsor the event. Finally, we had a booth at the Earth Day Climate Fest in April 2023 focused on the impact of climate change on women around the world. Special thanks to all public policy members for their hard work this year!

Scholarships – Julie Hanamura

In the Spring of 2023 Healdsburg AAUW again awarded scholarships to outstanding young women graduating from Healdsburg, Windsor, Cloverdale and Geyserville high schools who will be attending a four-year college in the Fall. \$46,000 in high school scholarships were awarded

this year. This includes \$24,000 provided through a generous grant from the JNR Family Foundation. The evaluators of high school applications were: Julie Hanamura, Debbie Potmesil, Winkie Merrill, and Beth Wolk.

The Santa Rosa Junior College Re-entry Scholarships have also been awarded this Spring. These scholarships are for re-entry women graduating from SRJC and continuing education at a four-year institution. This year scholarships totaling \$16,000 were provided through this program. SRJC Third-year evaluators were: Maureen Keefe, Jane Martin, and Phil Wight.

The Al Garren scholarships provide our re-entry scholarship awardees the opportunity to apply for a second year of funding. These scholarships are awarded during the summer; we'll provide an update in the September Grapevine. Fourth-year evaluators will be Kay Kohler, Cathy Chiminello, Sue Finan, Charlene Luks, and Phil Wright.

Our scholarship programs can't exist without the continued support of our members through donations and fundraising events. Thank you for making a difference in the lives of these deserving scholars.

Social Activities – Kerry Weiner Elkind

The Summer Picnic, coordinated by Dena Lash, started off our season. The Fall kickoff at the home of Marian Van Alyea was well-attended. Branch Goals were announced, but most of the meeting was a chance to get back in touch with each other. The Happy Hour Committee (Neita Comings and Carol Hazlett) and Wine & Dine Committee (Diane Burnley and Cindy Powers) along with the Lunch Bunch Committee (Linda Clark, Sue Finan, Maria Lucidi) were busy organizing social events throughout the year.

For the first time, the holiday party was held at a winery tasting room. Ali Smith Story, the owner of Smith Story Winery, was a generous host with a lovely venue. Many thanks to Holly Schatz and Pat Bertapelle for putting the finishing touches on this event.

The year-end celebration was held at the home of Jan Stanley.

STEM – Patty McHugh

Tech Trek: In 2023, our branch was fortunate to be allocated 8 Tech Trek camper slots. Chair Nancy Haiston and the Tech Trek Selection Team spent months working with school contacts, receiving and reviewing applications, and in March interviewing candidates and making camper selections. This year Sonoma State University campus will host two separate week-long camps. Four campers will attend June 18-24 and three campers will attend July 16-22. One camper has dropped out. For those new to AAUW, Tech Trek is a week-long STEM camp for 7th grade girls.

Tech Trek Alumnae Group (TTAG): Co-chairs Karla Rosen and Diane Meyers have been working this year on researching and developing a framework for a Healdsburg TTAG group. An initial TTAG start-up meeting was held in April with several TT alumnae girls and future meetings are planned. TTAG is an opportunity for TT alumnae to work with AAUW advisors to plan and execute educational, college preparatory, and just-for-fun TTAG-only and community outreach events. In 2022, TTAG officially became part of the AAUW California Tech Trek program and meets AAUW's broader mission to advance gender equality for women and girls.